

*Pomáháme vám využívat
vaše informace*

**VYHLEDÁVACÍ TECHNOLOGIE PRO ON-LINE
INFORMAČNÍ ZDROJE
SEARCH DRIVEN INNOVATION**

PREZENTACE

Technologicky orientovaný pohled na **vyhledávací infrastrukturu** a funkcionalitu, kterou nabízí vyhledávací řešení **FAST** pro oblast online informačních zdrojů.

Proč ?

„best practices“

Ukázka „jedné“ vyhledávací služby

Kam dál ...



PROČ V TÉTO SEKCI INFORA?

- factiva
- DowJones
- Financial Times
- Knight Ridder
- LexisNexis
- McGraw-Hill Platts
- Sesam/ Schipsted
- Reed Elsevier (incl. ScienceDirect / Scirus / Scopus)
- Reuters
- Thomasnet.com
- ProQuest Information and Learning
- a další ... využívají vyhledávací řešení FAST



REED ELSEVIER

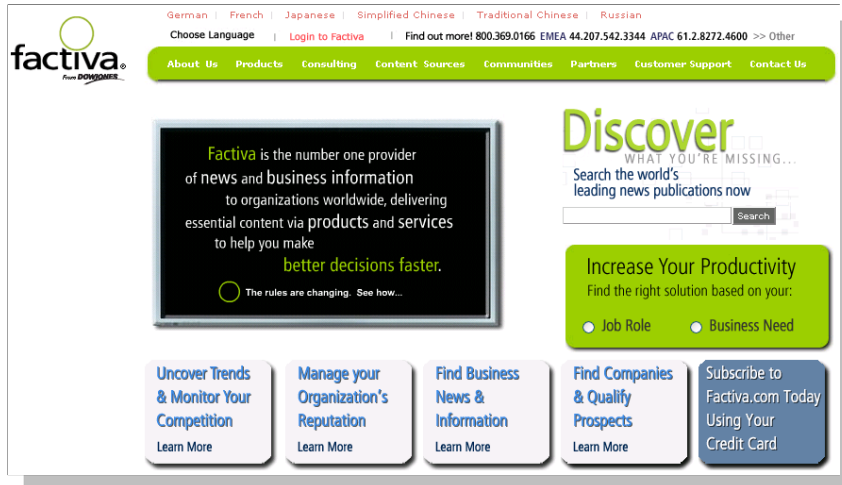


The New York Times



FACTIVA a FAST

Leading worldwide distributor of premium business information



The screenshot shows the Factiva website homepage. At the top, there are language options: German, French, Japanese, Simplified Chinese, Traditional Chinese, and Russian. Below this is a navigation menu with links for About Us, Products, Consulting, Content Sources, Communities, Partners, Customer Support, and Contact Us. The main content area features a large black box with white text stating: "Factiva is the number one provider of news and business information to organizations worldwide, delivering essential content via products and services to help you make better decisions faster. The rules are changing. See how...". To the right of this box is a search section titled "Discover" with the tagline "WHAT YOU'RE MISSING...". It includes a search bar and a "Search" button. Below the search section is a green box titled "Increase Your Productivity" with the text "Find the right solution based on your:" and two radio buttons for "Job Role" and "Business Need". At the bottom, there are five blue boxes with white text, each with a "Learn More" link: "Uncover Trends & Monitor Your Competition", "Manage your Organization's Reputation", "Find Business News & Information", "Find Companies & Quality Prospects", and "Subscribe to Factiva.com Today Using Your Credit Card".



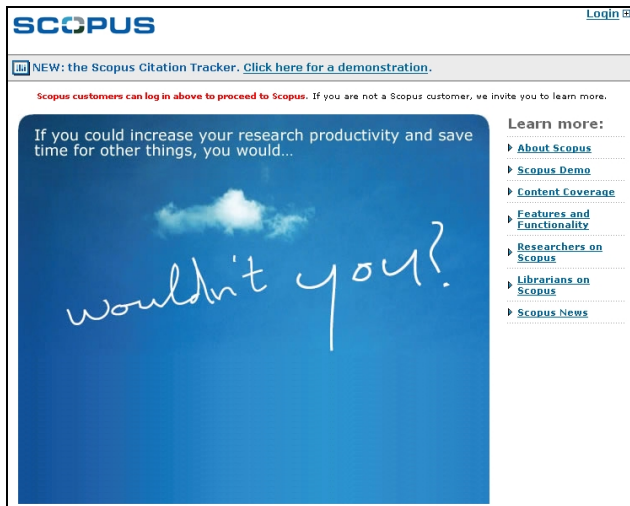
Factiva with FAST:

Supporting knowledge discovery and providing highest relevance for premium content

- ✓ Aggregates content from more than 10,000 authoritative sources
- ✓ Offers a single content solution with multiple language interfaces
- ✓ Specific navigation and results based on business need
- ✓ Delivers increased value and better experience to customers
- ✓ FAST as the foundation for the expansion of business and strategy

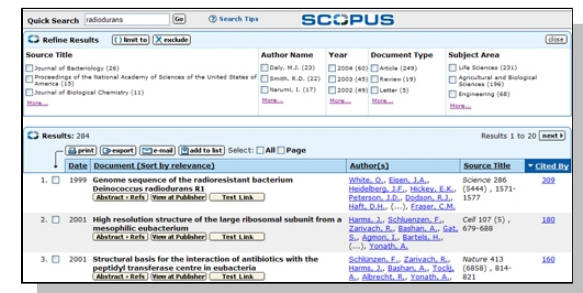
SCOPUS a FAST

The most advanced scientific online reference tool



“FAST Data Search was the only enterprise search solution that could provide us with a solution for retrieving the most relevant and up-to-date information from our vast collection of scientific data, and dramatically improving the overall search experience for our end-users. It met or exceeded our requirements for sub-second query response, unlimited database size, flexibility, advanced linguistics capabilities and more.”

Tony Coorey,
Chief Information Officer,
Elsevier Science

Date	Document (Sort by relevance)	Author(s)	Source Title	Cited By
1999	Genome sequence of the radioresistant bacterium <i>Deinococcus radiodurans</i> R1 Abstract - Refs View at Publisher Test Link	White, D., East, J.A., Heideberg, J.F., Holley, E.K., Peterson, J.D., Dodson, E.J., Haft, D.L., et al., Fraser, C.M.	Science 286 (5444), 1571-1577	208
2001	High resolution structure of the large ribosomal subunit from a mesophilic eubacterium Abstract - Refs View at Publisher Test Link	Varga, J., Schwanen, E., Zatykac, S., Bashan, A., Gal, S., Rimon, J., Bartels, H., et al., Zlotnick, A.	Cell 107 (5), 679-688	180
2001	Structural basis for the interaction of antibiotics with the peptidyl transferase centre in ribacteria Abstract - Refs View at Publisher Test Link	Schlünzen, F., Zatykac, S., Hahn, J., Bashan, A., Tock, R., Albrecht, R., Vonwiller, A.	Nature 413 (6953), 824-821	160

Scopus with FAST:

The world's largest abstract and indexing database

- ✓ Manage and search ~250M documents with 180M links (citations) with a 180TB capacity
- ✓ Relevance model adapted to science
- ✓ TCO & Flexibility, strong support for information discovery
- ✓ Processes 1.3M queries a week

REUTERS a FAST

Reuters is the largest multimedia news agency and aggregator of global financial services, media, and corporate news and information. More than 200 million data records are maintained and updated containing over 3,000 billion discrete data points.



Challenges:

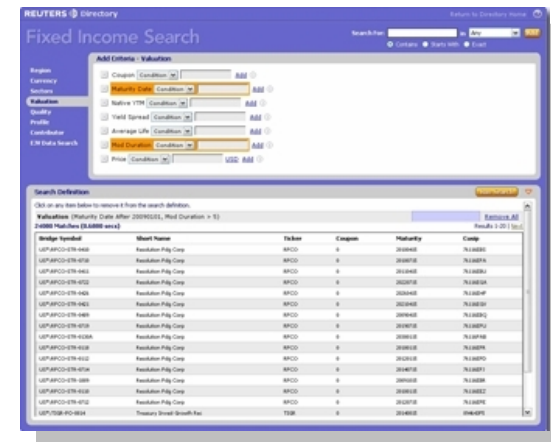
- Long latency directly impacting transaction based decisions.
- No reliable process for timely alerts to patterns that trigger investigation.
- Supporting database is slow & complex



Solution:

- Centralized complex exploratory business intelligence on over 200 key parameters.
- Database offload - Indexing information from over 300 exchanges with updates at a rate of up to 23,000/second enabling real-time streamed financial information.
- Powerful data cleansing from over XXX sources

Největší světová zpravodajská agentura



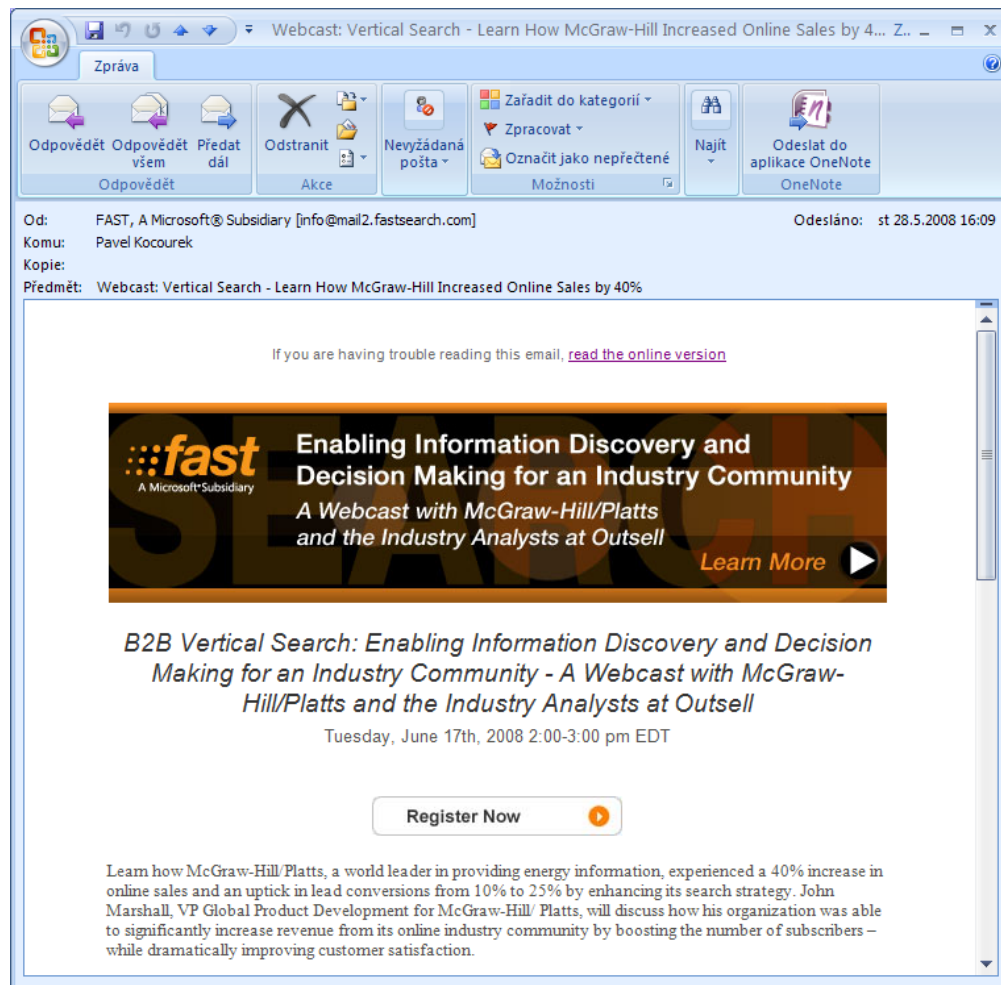
Results with FAST:

- ✓ Increased ROI: Reduction in helpdesk queries, zero down time, enhanced discovery with analytics and drill-downs
- ✓ Customer Loyalty: Real-time information enables timely and informed decisions by Reuters customers
- ✓ Reduced risk/Increased Revenue: Monitoring the use of copyright protected material preventing infringements and increasing revenue

A PROČ POUŽÍVAJÍ FAST?

` přišlo včera odpoledne 😊

Learn How McGraw-Hill Increased Online Sales by 40%




Webcast: Vertical Search - Learn How McGraw-Hill Increased Online Sales by 40%

Zpráva

Odpovědět | Odpovědět všem | Předat dál | Odstranit | Akce | Nevyžádaná pošta | Zařadit do kategorií | Zpracovat | Oznáčit jako nepřečtené | Možnosti | Najít | Odeslat do aplikace OneNote

Od: FAST, A Microsoft® Subsidiary [info@mail2.fastsearch.com] Odesláno: st 28.5.2008 16:09
Komu: Pavel Kocourek
Kopie:
Předmět: Webcast: Vertical Search - Learn How McGraw-Hill Increased Online Sales by 40%

If you are having trouble reading this email, [read the online version](#)



Enabling Information Discovery and Decision Making for an Industry Community
A Webcast with McGraw-Hill/Platts and the Industry Analysts at Outsell
[Learn More](#)

B2B Vertical Search: Enabling Information Discovery and Decision Making for an Industry Community - A Webcast with McGraw-Hill/Platts and the Industry Analysts at Outsell
Tuesday, June 17th, 2008 2:00-3:00 pm EDT

[Register Now](#)

Learn how McGraw-Hill/Platts, a world leader in providing energy information, experienced a 40% increase in online sales and an uptick in lead conversions from 10% to 25% by enhancing its search strategy. John Marshall, VP Global Product Development for McGraw-Hill/Platts, will discuss how his organization was able to significantly increase revenue from its online industry community by boosting the number of subscribers – while dramatically improving customer satisfaction.

ROZDÍL

Proč nestačí použít *oo*** ?

Vyhledávání pro OI je založeno na jiných principech

- Interaktivní vyhledávání – objevování znalostí
- Indexace plných textů
(strukturovaná/nestrukturovaná data)
- Hodnocení relevance
- Extrakce entit / Navigace uživatelů
- Alerty / Doporučování / GeoSearch / Vizualizace

A bez reklamy 😊

*Pomáháme vám využívat
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UKÁZKA PRO REÁLNOU PŘEDSTAVU 😊

Vyhledávání / extrakce entit / navigace uživatelů



*Pomáháme vám využívat
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**Využití vyhledávání jako obchodní platformy
umožňuje médiím a vlastníkům obsahu
vrátit kontrolu nad jejich zaměřením, které
je závislé na zájmu uživatelů.**

DALŠÍ KAPITOLA?



“Bude-li všechna komunikace zdarma – co by TELCO mělo dnes vyvíjet pro budoucí obchod?”



“Budeme-li směřovat ke světu OpenSource obsahu, co by měli dnes vyvíjet jeho poskytovatelé? ”



“Narůstá-li důležitost long tail efektu, jak můžeme maximalizovat využívání našeho katalogu? ”



“Je-li králem uživatel – jak mohu naše aktivity zaměřit na uživatele?”



Směr ? ... ten určují uživatelé
ne obsah ...

